

ivy newsletter

NEW HAVEN: 24 AUGUST 1973
LETTER #7

Dear IVY People:

Back in New Haven since Monday. Will go to Vermont today and then back for good next Thursday.

Burt Condie is stalling with the Bud order. I was to see him two days ago but he cancelled at last minute. John Hanson and I are both supposed to see him next week to make our pitch. No promises except that we will do our best and keep after him. I am prepared to offer him merchandising by WYBC. Any promo ideas or merchandizing offers from the rest of your stations might help. WYBC has agreed to a tie in with the BLADDERBALL GAME here at Yale (a wild beer drinking weirdo bash.).

Enclosed are your checks for DEC, JAN, FEB. Chas deducted UPI payments all the way through Sept. 1 because we have had to pay that far already. Any questions or differences on the accounting should be directed to him at the office here. Sorry these are so late. We will send you the checks for ~~XXX~~, MARCH, APRIL, MAY as soon as we have gotten the money from the accounts. If affidavits go well in the Fall we will be able to pay for Sept. by the Fall meeting December 2.

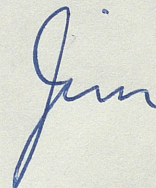
We plan to cut our phone costs by removing ~~XXXXX~~ our extension.

REMEMBER: UPI service through IVY ends on Sept. 1. If you have not negotiated a new contract with UPI, do so immediately. I have not heard from Rich Ross of UPI ~~except~~ that the contract got approved in Boston and sent to NYC where it was lost. He will either get it found or we will sign a new one. (You can go with AP, too.)

NEWSWEEK: The contract is the same as last year. the Start Date is Sept 17 except for HRB and DCR. I will send the order to you next week. In any event you don't have to worry about this one.

Haven't heard much response on the idea of sales or programming conferences except from PRB. Jim Katz got back from Cornell where he attended summere session and told me how impressed he was with VBR's format. People at WYBC have already learned from him. A conference would give us all the opportunity to learn from ~~each~~ other. Harold Segal would probably help with a local sales seminar. Any takers?

let's hear it for vacations,



ivy newsletter

NEW HAVEN: 24 AUGUST 1973
LETTER #7

Dear IVY People:

Back in New Haven since Monday. Will go to Vermont today and then back for good next Thursday.

Burt Condie is stalling with the Bud order. I was to see him two days ago but he cancelled at last minute. John Hanson and I are both supposed to see him next week to make our pitch. No promises except that we will do our best and keep after him. I am prepared to offer him merchandising by WYBC. Any promo ideas or merchandizing offers from the rest of your stations might help. WYBC has agreed to a tie in with the BLADDERBALL GAME here at Yale (a wild beer drinking weirdo bash.).

Enclosed are your checks for DEC, JAN, FEB. Chas deducted UPI payments all the way through Sept. 1 because we have had to pay that far already. Any questions or differences on the accounting should be directed to him at the office here. Sorry these are so late. We will send you the checks for ~~KEK~~, MARCH, APRIL, MAY as soon as we have gotten the money from the accounts. If affidavits go well in the Fall we will be able to pay for Sept. by the Fall meeting December 2.

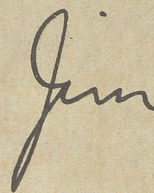
We plan to cut our phone costs by removing ~~XXXXX~~ our extension.

REMEMBER: UPI service through IVY ends on Sept. 1. If you have not negotiated a new contract with UPI, do so immediately. I have not heard from Rich Ross of UPI ~~except~~ that the contract got approved in Boston and sent to NYC where it was lost. He will either get it found or we will sign a new one. (You can go with AP, too.)

NEWSWEEK: The contract is the same as last year. the Start Date is Sept 17 except for HRB and DCR. I will send the order to you next week. In any event you don't have to worry about this one.

Haven't heard much response on the idea of sales or programming conferences except from PRB. Jim Katz got back from Cornell where he attended summere session and told me how impressed he was with VBR's format. People at WYBC have already learned from him. A conference would give us all the opportunity to learn from each other. Harold Segal would probably help with a local sales seminar. Any takers?

let's hear it for vacations,





ivy newsletter

NEW HAVEN: 24 AUGUST 1973
LETTER #7

Dear IVY People:

Back in New Haven since Monday. Will go to Vermont today and then back for good next Thursday.

Burt Condie is stalling with the Bud order. I was to see him two days ago but he cancelled at last minute. John Hanson and I are both supposed to see him next week to make our pitch. No promises except that we will do our best and keep after him. I am prepared to offer him merchandising by WYBC. Any promo ideas or merchandizing offers from the rest of your stations might help. WYBC has agreed to a tie in with the BLADDERBALL GAME here at Yale (a wild beer drinking weirdo bash.).

Enclosed are your checks for DEC, JAN, FEB. Chas deducted UPI payments all the way through Sept. 1 because we have had to pay that far already. Any questions or differences on the accounting should be directed to him at the office here. Sorry these are so late. We will send you the checks for ~~KEE~~, MARCH, APRIL, MAY as soon as we have gotten the money from the accounts. If affidavits go well in the Fall we will be able to pay for Sept. by the Fall meeting December 2.

We plan to cut our phone costs by removing ~~XXXXX~~ our extension.

REMEMBER: UPI service through IVY ends on Sept. 1. If you have not negotiated a new contract with UPI, do so immediately. I have not heard from Rich Ross of UPI ~~except~~ that the contract got approved in Boston and sent to NYC where it was lost. He will either get it found or we will sign a new one. (You can go with AP, too.)

NEWSWEEK: The contract is the same as last year. the Start Date is Sept 17 except for HRB and DCR. I will send the order to you next week. In any event you don't have to worry about this one.

Haven't heard much response on the idea of sales or programming conferences except from PRB. Jim Katz got back from Cornell where he attended summere session and told me how impressed he was with VBR's format. People at WYBC have already learned from him. A conference would give us all the opportunity to learn from ~~each~~ other. Harold Segal would probably help with a local sales seminar. Any takers?

let's hear it for vacations,

